

The background features a series of thick, vibrant green curved lines that sweep across the frame from the top-left towards the bottom-right. These lines are set against a solid black background, creating a dynamic, swirling pattern that suggests movement and energy.

Asian Institute of Journalism and Communication

Vision

AIJC is an exemplary center of choice in Asia for higher learning, research, and innovation in journalism, communication, and knowledge management and a facilitator, catalyst, and change agent for an empowered society.

Mission

AIJC, a non-stock, non-profit organization, is committed to advance the power of communication to promote the common good. It fulfils this commitment through advanced learning, research, and innovation for more empowered, enlightened, and responsible leadership in the communication sector and society at large.



The Asian Institute of Journalism
and Communication (AIJC),
organized in 1980, is among the leading
communication institutions in the Philippines
and ASEAN region.

It provides continuing education and professional
training for journalists, communicators, and development
managers; undertakes policy and action research
and project management activities in various
development areas; and advocates policies and
programs consistent with its philosophy
of communication as a development resource.

Illustrious Founders



Dr. Salvador P. Lopez



Mr. Jose Luna Castro



Dr. Florangel Rosario-Braid



Dr. Quintin S. Doromal



Dr. Gabino Mendoza



Dr. Nicanor Reyes



Dr. Mauyag Tamano



Bro. Andrew Gonzales



Dr. Sotero H. Laurel



Mr. Alejandro Maramag



Mr. Reynaldo P. Naval

The founding trustees of AIJC were distinguished leaders in education and journalism. First chairperson of the board (1980 - 1991) was Dr. Salvador P. Lopez, eminent diplomat and educator. Jose Luna Castro, the “newspaperman’s newspaperman” and first Filipino to write

and publish a press style book in 1960, was founding president (1980 - 1986).

Dr. Florangel Rosario-Braid, multi-awarded communication specialist, scholar, and educator, was founding executive dean (1980 - 2001).

The Graduate School



AIJC offers two master's degree programs: Master of Arts in Communication (MA Communication) and Master of Arts in Journalism (MA Journalism). It envisions professionals equipped with high-level communication and leadership competencies.

The MA Communication program enhances student capacity to use mainstream and new media in communicating within and outside the organization. It seeks to advance effective communication in education, health, livelihood, and other areas of social development.

The MA Journalism program focuses on knowledge and skills in news development, identification and analysis of current communication issues, study and evaluation of journalism practices, and integration of new information and communication technology in news development and newsroom management.

While primarily for communication and mass media practitioners, the programs cater also to professionals in information technology, business management, education, and other fields where communication is of critical importance.

The graduate school challenges the

traditional concept of graduate education through innovative and pioneering courses, learning approaches, and teaching methods. It uses the blended learning mode of instruction, utilizing both face-to-face and online methods. It also provides students with practical and relevant education through their involvement in AIJC's research projects and networking with partners.

Among the Institute's professors are well-known academics, communication specialists, veteran print and broadcast journalists (including publishers and editors), and information and communication technology experts.

AIJC's academic programs are ladderized, enabling the student to earn a certificate while moving toward the master's degree:

- First 15 units – Graduate Certificate
- Second 12 units – Graduate Diploma
- Final 12 units – Master's Degree

AIJC graduates are encouraged to explore emerging career paths, such as design of distance education, development of multimedia learning materials, change management and crisis communication, media entrepreneurship, and new media and knowledge management.

Professional Development Program



AIJC's short-term, non-degree courses aim to enhance professional competence by helping individuals and organizations become more efficient and competitive in today's business environment. With a competency-based and needs-oriented training design, courses are facilitated by subject matter and communication experts through fun, interactive, and experiential adult learning approaches.

Specific courses are clustered under specialized program areas, such as Corporate (Organizational) Communication, Communication

Campaigns, Communication for Development, Business Communication, Print and Electronic Publications, Marketing Communication, Working with Mass Media, and e-Learning in a Knowledge Society. These courses are offered either as in-house training (exclusive to a particular organization) or as a public seminar through face-to-face or online mode.

Institutional clients include national government agencies, local government units, media agencies, business corporations, and international development organizations.

Research, Policy, and Advocacy Program



The Research, Policy, and Advocacy (RPA) program of AIJC generates new knowledge and innovations that enrich the content and approach of its academic and professional development programs and provide policy options to government and the private sector. Areas of expertise include change management; organizational communication and communication audit; design, implementation and evaluation of development communication programs and communication management systems; and development and production of multimedia materials.

RPA outputs have been integrated in major national development plans and programs on communication media, information and communication technology (ICT), education, environment and sustainable development, children and women, and judicial reform.

AIJC has contributed to the development of policy options in communication media and ICT. It has also produced policy studies and convened multi-sectoral communication policy forums.

Development programs the Institute has implemented have been funded by the World Bank and the Asian Development Bank; UN agencies including UNESCO, UNICEF, UNDP, UNFPA, ILO and FAO; and bilateral agencies, such as the EU Delegation to the Philippines, USAID, CIDA, AusAid, and various German foundations.

Executing agencies for these programs include government line agencies, such as the Departments of Education (DepED), Social Welfare and Development (DSWD), Environment and Natural Resources (DENR), Energy (DOE), Agrarian Reform (DAR), Justice (DOJ), Health (DOH),

Agriculture (DA), and Interior and Local Government (DILG), Office of the President, Supreme Court of the Philippines, Office of the Ombudsman, Bureau of Internal Revenue, and Bureau of Customs.

Project management services have been provided by AIJC officials and faculty

in other Asian countries, such as Sri Lanka, Maldives, Lao PDR, Pakistan, Timor Leste, Bhutan, and Myanmar, and in UNESCO Paris and UNESCO offices in Jakarta, Bangkok, and Myanmar.

An Open Learning Resource Center



AIJC has developed online learning modules on health-related matters for the Department of Health and UNILAB Medical Education Development (UMED). Through a grant from the International Development Research Centre (IDRC), AIJC developed an online learning module on Knowledge Management for Community Development.

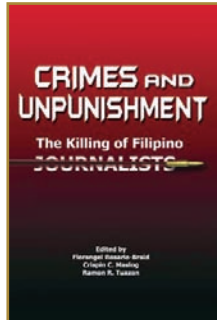
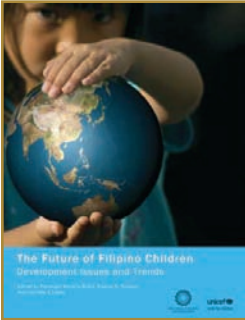
AIJC is one of the pioneers in promoting the alternative learning system (ALS) in the Philippines.

The Institute managed the pioneering National Distance Learning Program of the UNESCO National Commission of the Philippines, which involved 16 higher education institutions nationwide. This program developed the Standard Manual of Operation in Designing a Distance Learning System and produced the Handbook on Module Development.

To share its expertise and experiences in ALS, the Institute conducts courses on Knowledge Management, Instructional Design, Courseware Development, Content Development, and Design of Online Distance Learning System.

AIJC is affiliated with companies engaged in ICT education and multimedia production. These include iCollege Philippines and Now Corporation.

Print and Electronic Publications



As one of the leading communication institutions in research and publications, AIJC publishes books, self-learning modules and monographs on development and communication. It also publishes semiannually *AIJourn.com*, an electronic journal on journalism and communication.

Since 1980, over 30 books have been authored by AIJC faculty and staff and published by the Institute. These include *The Political Economy of the News Media in the Philippines* and *The Framing of News Stories on the GPH-CNN Peace Process* (2016), *Crimes and Unpunishment: The Killing of Filipino Journalists* (2012), and *The Future of Filipino Children: Development Issues and Trends* (2011). Several books written by AIJC faculty have also been published by various publishing houses.

AIJC has completed 13 print self-learning modules and three online modules for its alternative learning system. It also produces multimedia communication materials in various formats – print, broadcast, audiovisual, and electronic media.

The Library and Data Repository



AIJC has one of the most comprehensive library collections in the field of communication in the country. The AIJC library is repository of about 5,000 volumes and materials in various media formats, including a vertical file of important documents and rare materials on communication and development. It is upgrading its library system to Koha, a

fully featured learning management system (LMS) now being used worldwide.

AIJC holds an Asian Media Information and Communication Centre (AMIC) collection published by AMIC over the years. It also has access to latest UNESCO Communication and Information publications. The Philippine Press Institute (PPI) has also transferred its library collection to the Institute.

Communication Media Museum (#MediaSeum)



The #MediaSeum redefines the concept of the traditional museum by providing a broader range of experiences: a repository of media artifacts and media tools; a freedom wall where media stakeholders can discuss media issues and concerns; a teaching-learning hub toward a media literate society; a creative space that can incubate, launch, and share new media theories, models, products, and services; and a model for setting up media

museums and linking similar institutions currently operating media-related museums.

AIJC spearheads the #MediaSeum Project in partnership with the Philippine Information Agency (PIA), Philippine National Commission for UNESCO, and Philippine Press Institute (PPI).

The #MediaSeum is complemented by a virtual media museum on the AIJC website.

Partnership with Professional Organizations



AIJC is an active partner of professional media organizations in the Philippines and the Asia-Pacific region.

The AIJC-Philippine Women's University (PWU) consortium is now the host of the Asian Media Information and Communication Centre (AMIC). Established in Singapore in 1971, AMIC is at the forefront of media research, publication, and information in the Asia-Pacific region.

The AMIC annual conference is a premier communication forum in the region. Since 2006, AMIC has conferred annually the prestigious AMIC Asia Communication Award, which recognizes outstanding achievements in journalism and communication.

The Institute has served as technical secretariat and screening committee for the Philippine Press Institute (PPI) Civic Journalism Awards since its inception in 1997. The yearly event recognizes outstanding journalism among community newspapers across the country.

AIJC officials and faculty also are invited regularly as judges in the annual *Kapisanan ng mga Brodkaster ng Pilipinas* (KBP) Golden Dove Awards. The Institute has collaborated with KBP in research and capacity development initiatives.

The Institute is an institutional member of the Philippine Association of Communication Educators (PACE) Foundation, where AIJC officials have served as key officers.

AIJC President Emeritus and Trustee, Dr. Florangel Rosario-Braid, is the founding president of the Philippines Communication Society (PCS), which represents the communication discipline in the Philippine Social Science Council (PSSC). AIJC has served as PCS secretariat since 1987.

AIJC is a founding member of the Philippine Community eCenter Network (PhilCeCNet), a consortium of five institutions committed to effective and efficient e-government delivery services.

Board of Trustees



Mel V. Velarde
Chairman & CEO



William T. Torres
Vice Chairman



Olivia Celeste
Montecillo-Villafuerte
Treasurer



Jose V. Romero, Jr.
Assistant Treasurer



Manuel S. Alba



Thomas G. Aquino



Florangel Rosario-Braid



Corazon PB. Claudio



Rodrigo G. Cornejo



Efren C. Moncupa



Lamberto S. Ramos



Ramon R. Tuazon

Executive Officers

The executive officers, who are appointed by the Board, include Mr. Tuazon, president and chief operating officer; Ms. Imelda E. Samson, vice president; Dr. Paz H. Diaz, vice president for academics; and Dr. Madeline B. Quiamco,

dean. They are assisted by managing directors Ms. Ann Lourdes C. Lopez for Research, Policy, and Advocacy; Ms. Florjanelle D. Tolentino for Professional Development; and Ms. Flordeliza S. Azarcon for ICT for Development.

Strategic Partnering with AIJC

Working with AIJC as partner gives organizations the following advantages and benefits:

- Opportunities for world-class continuing education with cross-cultural (Asia-Pacific) orientation in communication management, public information, journalism, and related courses
- Leadership in communication for development, media and information literacy, and communication in Bangsamoro
- Opportunities to showcase how communication media promotes good practices
- Access to research and project management services
- Access to policy and action research on communication and journalism
- Linkage with international and national networks in nonformal education, communication, and mass media
- Participation in innovative and pioneering ICT programs and projects, including online courses, communication centrum (virtual media museum), multimedia production, and online journalism
- Provision of content for software programs, e.g., policies, programs, case studies on applications of ICT in business and development.



**Asian Institute of Journalism
and Communication**

No.2244 España Boulevard
Sampaloc, Manila, Philippines
Website: www.aijc.com.ph
Email: info@aijc.com.ph
Tel: (632) 740-0396
Telefax: (632) 743-4321